### **EXHIBIT 5**



#### **HERNIA SOLUTIONS**

a Johnson Johnson company

Together for life

# Worldwide "Lightweight" Mesh Strategy Overview

February 12, 200 7

#### Agenda

- "Lightweight" Mesh Strategic Overview
- Marketing & Technology sub-Strategies
- Marketing & Technology Teams
- Timelines & Deliverables

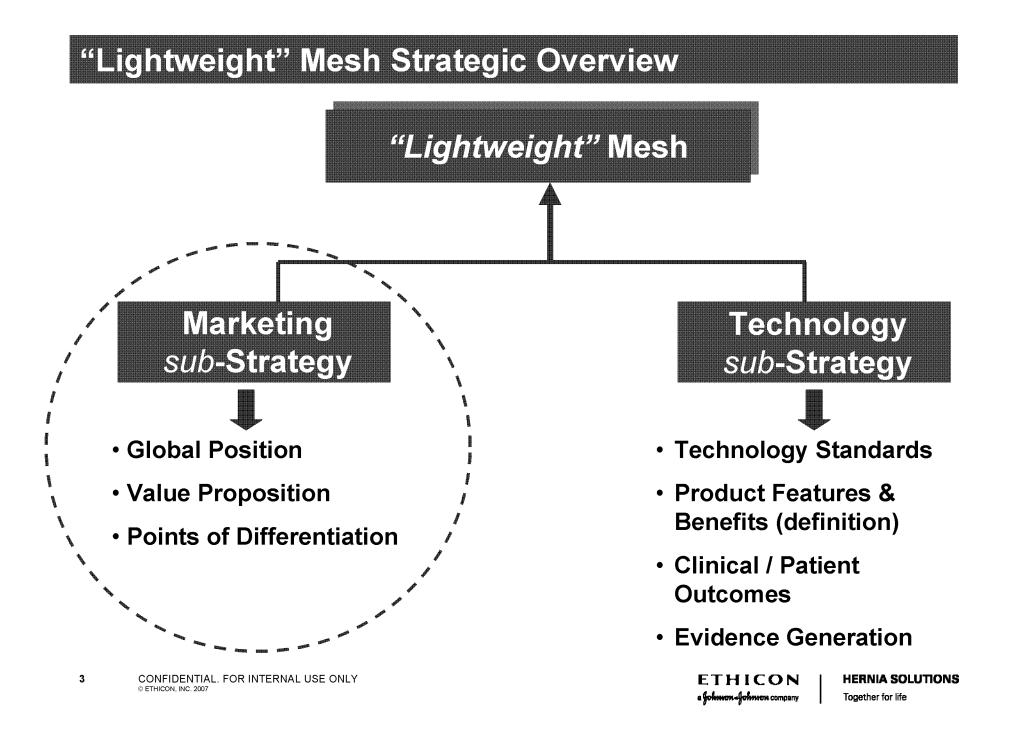
The term "Lightweight" is currently under revision and will be reflected in quotes throughout the presentation to denote this effort.

CONFIDENTIAL. FOR INTERNAL USE ONLY © ETHICON, INC. 2007



HERNIA SOLUTIONS
Together for life

2



#### Marketing sub-Strategy Team

### To position ETHICON Hernia Solutions as the leading voice and partner in hernia repair

Global Core Team Member	Region
Sandy Babey	Project Co-Leader, WW
Bob Breech	Project Co-Leader, USA
JD Delaney	USA
Gillian Jamieson	EMEA
Dana Mendenhall	Worldwide
Jerry Podrebarac	Canada
GSW	Worldwide

<sup>\*</sup> All regions represented on Extended Team

4 CONFIDENTIAL. FOR INTERNAL USE ONLY



HERNIA SOLUTIONS
Together for life

#### Technology sub-Strategy Team

### To position ETHICON Hernia Solutions as the leader in hernia repair technology

Global Thought Leader Members	Function / Region
Dr. Schumpelick	Moderator / Aachen
Dr. Corcione	Italy
Dr. Heniford	USA
Dr. Klinge	Aachen
Dr. Klosterhalfen	Germany
Dr. Parra Davila	LA/USA
French GYN – TBN	France
Petra Koehler	Project Leader, EP R&D
Dana Mendenhall	Worldwide Marketing
Agency	TBD

<sup>\*</sup> AP regional representation: TBD

CONFIDENTIAL. FOR INTERNAL USE ONLY

5

ETHICON

a Johnson 4 Johnson company

HERNIA SOLUTIONS

Together for life

#### "Lightweight" Mesh Strategy Timeline & Deliverables

### Marketing sub-Strategy

- Global Strategy Meeting
- February 5, 2008 (Kick-off)
- Meeting Focus:
  - Alignment
    - Strategy
    - Strategic Execution
    - Brand Name Selection
    - Nomenclature and terminology Insights
- Global Messaging and Concept Testing
  - mid March 2008

## Technology sub-Strategy

- Global Thought Leader Consensus Meeting
- Q1 2008
- Surgeon Driven / Industry Sponsored
- Meeting Focus:
  - Technology Assessment and Definition
  - Evidence Generation

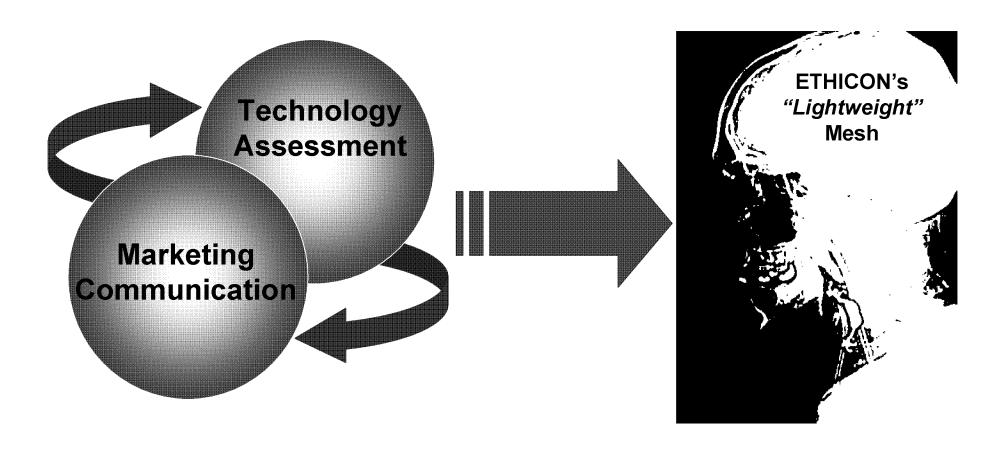
ETHICON

a folimon-folimon company

HERNIA SOLUTIONS
Together for life

6 CONFIDENTIAL. FOR INTERNAL USE ONLY
© ETHICON, INC. 2007

#### Winning the "Battle" in the Mind of the Surgeon...



CONFIDENTIAL. FOR INTERNAL USE ONLY

7



HERNIA SOLUTIONS
Together for life